

**CONTACT:**

Mr. Tai Freligh, Communications Manager  
NH Division of Travel and Tourism Development  
Phone: (603) 271-2343, Option #2 / Cell: (603) 545-4840  
URL: [www.visitnh.gov](http://www.visitnh.gov)

Email: [tai.freligh@dred.state.nh.us](mailto:tai.freligh@dred.state.nh.us)  
Twitter: [VisitNH](#) / [VisitNH\\_Intl](#)  
Facebook: [www.facebook.com/VisitNH](http://www.facebook.com/VisitNH)  
Flickr: [VisitNH](#)

**FOR IMMEDIATE RELEASE:****NH TOURISM UNVEILS EXCLUSIVE BENEFITS ON FACEBOOK AND TWITTER**

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*Fans and Followers Enjoy Fall Savings with the Appalachian Mountain Club*

**Concord, New Hampshire, September 1<sup>st</sup>, 2010** – Today, state tourism officials unveiled the September VisitNH Fan Benefit– Fall savings with the Appalachian Mountain Club in New Hampshire. Starting this month, the Fan Benefit is also being extended to include Twitter users. Click on the "like" button on the VisitNH Facebook Page or “follow” VisitNH on Twitter to take advantage of this exclusive offer.

Stay at any of AMC’s New Hampshire lodges one night this fall and get the second night 50% off. Two-night all-inclusive lodging packages start as low as \$138. Family-friendly lodges located in the White Mountains and the Lake Region offer backcountry adventure with trails leading to scenic fall foliage, waterfalls, and New Hampshire’s 4000-foot peaks. Offer available Sunday-Friday from September 1 through October 31, 2010 at Highland Center, Joe Dodge Lodge, and Cardigan Lodge. Private and shared rooms are available. Fan Benefit includes breakfast, dinner and free guided programs depending on location.

"The Appalachian Mountain Club's lodges are surrounded by New Hampshire's most spectacular foliage walks and hikes, ranging from easily reached outlooks to 4,000-foot peaks in the White Mountains," said Paul Cunha, Director of Outdoor Program Centers for the Appalachian Mountain Club. "Our knowledgeable lodge staff is happy to help with trails information and trip planning, and guests can look forward to a freshly prepared dinner after a day exploring the outdoors."

“New Hampshire is known for its scenic beauty and great outdoors. The AMC is known for its wonderful stewardship of our environment. It’s the perfect partnership,” said Tai Freligh, Communications Manager for the NH Division of Travel & Tourism Development. “We are pleased to partner with AMC for this month’s Fan Benefit and excited that we can now offer this exclusive benefit to our Twitter followers as well as our Facebook fans,” Freligh added.

The VisitNH Fan Benefit encourages the general public, New Hampshire residents, and past and future visitors to “like” the VisitNH Fan Page on Facebook and “follow” VisitNH on Twitter. Fans and followers can receive benefits each month from New Hampshire properties and attractions, get access to the latest info, including events, photos, videos, links to news articles and other interesting things going on in New Hampshire.

Facebook users can log onto [www.facebook.com/VisitNH](http://www.facebook.com/VisitNH), click on the “like” button to become a fan, and log onto [www.twitter.com/VisitNH](http://www.twitter.com/VisitNH) and click “follow”. With over 16,700 fans and followers, New Hampshire Travel & Tourism’s social media presence is growing every day!

DTTD is actively involved on several social media platforms, including [Facebook](#), [Twitter](#), [YouTube](#) and [Flickr](#).

#### **ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

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